

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
 PROMOTIONAL COORDINATOR
 8889 MAIN STREET
 WILLIAMSVILLE, NY 14221
 (716) 634-4179
 FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

To:	RJR ACCOUNT #: #611800	CC:	R. TANCHYK
	MR. J. BEAVER STANDARD ROSENBAUM	CC:	
FAX #:	(518) 785-0273		

PARTNERS PROMOTION REPORTING: **D O R _ S E P T _ J A C K P O T** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUS (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	5	1 (ONE CTN)	150
25469	6M		DORAL MEN LT 100	5	1 (ONE CTN)	
25468	6M		DORAL 100	5	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	5	1 (ONE CTN)	

PRODUCT PO # N/A**DISPLAYS / PREMIUMS PO # N/A**

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$6,723.23	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
147	NO. OF DISPLAYS ON CUSTOMER LIST
\$280.00	PACKING PAYMENT (\$14.00 x 20 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
3	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
 (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51854 9032

WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162206	162234	762374	TOWNE CRIER	148 N MAIN ST	HERKIMER	NY	13350	1		05355	(315)866-3087	
162206	162235	511164	C & D'S MARKET	7560 N MAIN STREE	NEWPORT	NY	13416	2		35188	(315)845-8526	
162210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428	1			(914)647-4999	
162210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1	3459-0000		(914)647-3850	
162301	162323	705985	NORTHWAY DISCOUNT B	34 RILEY AVE	PLATTSBURGH	NY	12901	3	3274-0000	CIG	(518)561-0710	
162302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1	3459-0000		(518)798-8862	
162302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801	1	3459-0000		(518)792-6641	
162303	162324	087082	HESS #32211	NOTT ST & MAXON R	SCHEECTADY	NY	12308	2	0353-0100		(518)372-8880	
162303	162322	422751	SUNOCO SCOTIA #1493	184 SACANDAGA RD	SCOTIA	NY	12302	1	3459-0000		(518)374-8830	
162303	162322	565559	GLENVILLE BEVERAGE	53 FREEMANS BRIDG	SCOTIA	NY	12302	2			(518)374-4615	
162304	162322	721863	PAYLESS BEVERAGE	1021 TROY SCHENEC	LATHAM	NY	12110	1			(518)785-4074	
162304	162321	175520	VITA-MART	62 MILTON AVE	BALLSTON SPA	NY	12020	3		CIG	(518)885-1192	
162304	162321	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE	GREENWICH	NY	12834	3	3274-0000	CIG	(518)692-8298	
162304	162321	500871	VITA MART	114 PARK AVE	MECHANICVILLE	NY	12118	3		CIG	(518)664-6801	
162304	162324	571951	COLONIE STAR BEVERG	1823 CENTRAL AVE	ALBANY	NY	12205	3		CIG	(518)869-5579	
162304	162322	571952	LATHAM BEVERAGE CTR	601 NEW LOUDON RO	LATHAM	NY	12110	3.		CIG	(518)785-3758	
162304	162321	569160	SCHANZ'S DISC BEVER	3RD AVENUE & 4TH	WATERVLIET	NY	12189	3		CIG	(518)273-4045	
162304	162321	804040	WATERVLIET MARKET	500 13TH ST	WATERVLIET	NY	12189	1			(518)272-3466	
162304	162322	824202	COULSON'S NEWS & VA	594 LOUDON RD	LATHAM	NY	12110	1			(518)785-6499	
162304	162321	737899	ONE DOLLAR DEALS	CROSSINGS SHOP CE	CLIFTON PARK	NY	12065	2			(518)383-6806	
162304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	1			(518)783-1143	
162304	162321	903627	LJ'S COHOES DISCOUNT	124 REMSEN ST	COHOES	NY	12047	5			(518)237-0813	
162304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	2			(518)235-6397	
162304	162322	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	2			(518)785-1981	
162304	162321	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1			(518)238-0253	
162304	162322	571958	BEVERAGE BARON	269 OSBORNE ROAD	LOUDONVILLE	NY	12211	3			(518)489-7400	
162304	162324	649983	UNION BEVERAGE	1701 UNION	SCHENECTADY	NY	12309	3			(518)382-5958	
162304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	2			(518)273-9781	
162304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1	3459-0000		(518)271-9791	
162304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1	3459-0000		(518)233-7393	
162304	162321	397201	A PLUS #60037F	1245 ONTARIO STRE	COHOES	NY	12047	1	0362-0102		(518)237-4079	
162304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	2			(518)233-1310	
162304	162321	508214	SANDRA J. BESTON	16 COHOES RD	WATERVLIET	NY	12189	3			(518)274-1135	
162304	162322	541818	AMIN PETROLEUM	736 NEW LOUDON RD	LATHAM	NY	12110	3			(518)783-5580	
162304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	2			(518)449-7577	
162305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	1	3148-0000		(518)465-2864	
162305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1	3148-0000		(518)781-4865	
162305	162326	636238	BEVERAGE WAREHOUSE	RT. 9W & 385	WEST COXSACKIE	NY	12192	5			(518)731-1020	
162305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	2			(518)446-0404	
162305	162326	654282	J&G	91 SOUTHER BLVD	ALBANY	NY	12209	3			(518)465-6353	
162305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	4			(518)229-4638	
162305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	3		31021	(518)433-0749	

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162305	162326	767079	QUICK-STOP DELI	ROUTE 32	KINGSTON	NY	12401	1			57281	(914) 336-8150
162305	162322	767813	UPTOWN NEWS	136 N ALLEN ST	ALBANY	NY	12206	1			27951	(518) 438-5955
162305	162322	769976	ONE DOLLAR DEALS	900 CENTRAL AVE	ALBANY	NY	12206	1			23846	(518) 458-9398
162305	162326	773876	GRANDMA'S DELI	187 ROUTE 23A	PALENVILLE	NY	12463	2			12666	(518) 678-9279
162305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1		3148-0000		(518) 465-3384
162305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		3148-0000		(518) 489-8512
162305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482	1				(518) 622-9958
162305	162322	301615	DUNBROOK LTD MOBIL	442 MADISON AVE	ALBANY	NY	12208	5				(518) 434-6263
162305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON ON H	NY	12033	1		3148-0000		(518) 477-1048
162306	162326	563785	THRUWAY BEVERAGE	1621 COLUMBIA TPK	CASTLETON ON H	NY	12033	3		3274-0000	CIG	(518) 477-5482
162306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	3				(914) 758-2493
162306	162325	583069	BEVERAGE MART	79 MAIN AVE	WYNANTSkill	NY	12198	3			15966	CIG (518) 283-4241
162306	162325	475428	TURNPike BEVERAGE	122 COLUMBIA TPKE	RENSSELAER	NY	12144	2				(518) 434-2337
162306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	2			15438	(518) 283-0454
162306	162325	565313	TROY DISCOUNT BEVER	330 2ND ST	TROY	NY	12180	3				(518) 274-2256
162306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	3.				(518) 766-2164
162306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1		3459-0000		(518) 273-4293
162306	162325	637167	J&J RETAIL INC.	DBA \$1.00 DEALS	RENSSELAER	NY	12144	5				(518) 479-0324
162306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	3				(518) 272-8586
162306	162326	706812	CPF CHATHAM/DRONA	52 HUDSON AVE	CHATHAM	NY	12037	2				21964 (518) 392-6679
162306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSkill	NY	12198	4				25544 (518) 286-2706
162306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180	2				17515 (518) 272-9753
162306	162325	746203	GREENBUSH DISCOUNT	PETER G. ENZIEN E	TROY	NY	12180	3				04390 (518) 283-2230
162306	162328	769337	PITSTOP DISCOUNT BE	176 ROUTE 66	HUDSON	NY	12534	3				(518) 828-1012
162307	162327	178373	CONVENIENT DELI	186 MAIN ST	NEW PALTZ	NY	12561	1				(914) 255-9835
162307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1				(914) 255-7444

PAGE BREAK TOTAL ACCOUNTS 68 TOTAL QUANTITY 147

TEMPLATE TOTAL ACCOUNTS 68 TOTAL QUANTITY 147

51854 9034

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

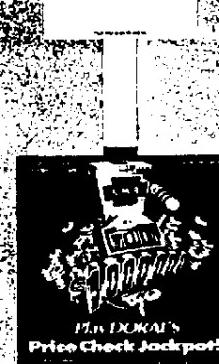
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

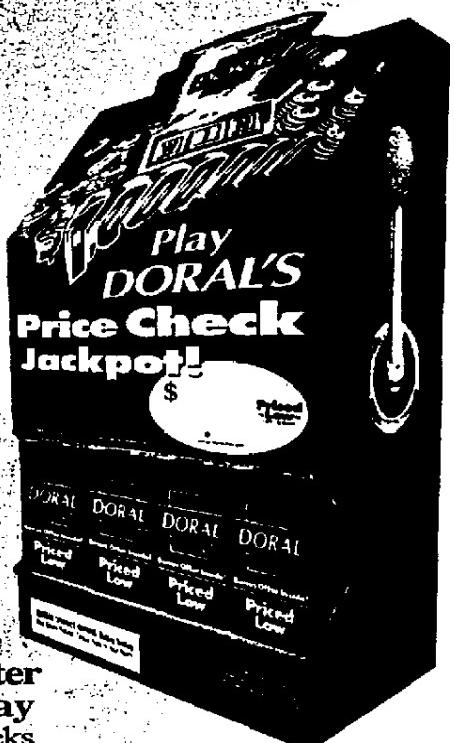
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
/Entry Forms



Wobbler



Counter
Display
(40 packs
per display)

Additional Support Pieces:^{*}

Pack Outlet

Small Poster

Cigarette/Tobacco Store Outlet

Large Poster

Banner

Standee

51854 9035

*Adhesive numbers and a pricing pen will be included for you to price the materials